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UTAH TRAUMATIC BRAIN INJURY FUND

2010-2014



Utah Traumatic Brain Injury Fund

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Utah Traumatic Brain Injury Fund

Executive Summary

The Traumatic Brain Injury (TBI) Fund was established in 2008 by the Utah Legislature as a restricted special revenue fund. The fund will consist of gifts, grants, donations, legislative appropriations, and any other funding from private sources. The fund is administered through the Utah Department of Health (UDOH) Violence and Injury Prevention Program (VIPP). The fund monies may be expended to:

- Educate the general public and professionals on the treatment and prevention of TBI;
- Provide access to evaluations and coordinate short-term care to assist an individual in identifying services or support needs, resources, and benefits for which the individual may be eligible; and
- Develop and support an information referral system for persons with a TBI and their families.

The TBI Fund currently:

- Helps people with TBI in Utah and their families to make the most of the existing resources;
- Intervenes early to prevent increased costs, loss of abilities and loss of resources;
- Identifies specific individual needs and recommend treatment; and
- Assists people with TBI to resume meaningful work and activities

With more funding, the TBI fund will help many more people, by:

- Providing training and information to increase the skills of professionals and paraprofessionals who help people with TBI;
- Working with existing partners to improve resources for people with TBI and their families; and
- Reducing the incidence of preventable TBI.

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Goal

To increase revenue that will ensure the sustainability of the Traumatic Brain Injury (TBI) Fund and its services.

Objectives

1. Expand Expertise of the TBI Fund Advisory Committee by March 31st.
 - A. On an ongoing basis continue to strengthen existing partnerships through identifying common goals.
 - B. Identify the resource needs (e.g. University student internships and/or class projects; fundraising, development, grant writing, media, etc.)
 - C. Identify new partners with the identified resources that could benefit the Fund. (e. g. step outside of the current circle to different organizations, foundations, and media; consider serving on boards of other organizations).
 - D. Invite MD or PA
 - E. Invite Neuropsychologist
 - F. On an ongoing basis continue to assess Utah Brain Injury Council's relationship with TBI Fund and available resources.
2. Create and Implement a Comprehensive Development Strategy by June 30th.
 - A. On an ongoing basis continue to strengthen existing partnerships through identifying common goals.
 - B. Identify new partners with resources that could benefit the Fund. (e. g. step outside of the current circle to different organizations, foundations, and media; consider serving on boards of other organizations).
 - C. Develop a cohesive and succinct message about the purpose of and services offered through the Fund.
 - D. TBI Fund Advisory Committee members will begin using this message with key partners and key decision makers
 - E. Draft a development strategy including activities such as identifying new creative sources of public and private revenue (e.g. tax deductible donations, tax end donations, targeted requests—"this amount will provide this service," products donating % to Fund, solicit corporate money)
 - F. Share this development strategy with key partners.
 - G. Review development strategy no less than annually and revise activities as appropriate
3. Develop and Implement a Marketing Plan by September 30th.
 - A. On an ongoing basis continue to strengthen existing partnerships through identifying common goals.
 - B. Identify new partners with resources that could benefit the Fund. (e. g. step outside of the current circle to different organizations, foundations, and media; consider serving on boards of other organizations).

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- C. Develop and implement a Brand for the TBI Fund
 - D. Develop a Media Plan (e.g. internet, print media, social media, TV, radio, and other community outreach) that promotes a cohesive message of the fund's services (i.e. prevention, secondary injuries, fund improves outcomes for individuals with brain injury, etc.)
 - F. Review plan no less than annually and revise strategies as appropriate
4. Collect, Analyze and Report on TBI data annually by November 30th.
- A. Collect and use data to assess the scope of the ongoing problem as well as services offered through the fund.
 - B. Collect and use data to support grant applications and attract new funding sources.
 - C. Collect and use data and success stories to increase awareness on the Fund, benefits to those served, and add to the knowledge of TBI.

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ADDITIONAL RESOURCES

For more information on the TBI Fund visit....



http://health.utah.gov/vipp/traumaticBrainInjury/tbi_trust_fund.html

For information on the Traumatic Brain Injury Implementation Partnership Grant visit...

<http://health.utah.gov/tbigrant/>



For information on the Utah Brain Injury Council visit...

<http://health.utah.gov/tbigrant/TBI%20Partnership%20Grant/UBIC.html>